

**WHAT IS CLAIMED IS:**

1. A device for applying a product, comprising:
  - a container configured to contain the product; and
  - an applicator head associated with the container, the applicator head comprising:
    - a plurality of applicator elements having a base and a free end,
    - at least one opening communicating with the container and being configured to allow the product to be delivered outside the applicator elements at a location closer to the base than the free end, and
    - a movable support configured to be movable between a first position in which the at least one opening is closed off and a second position in which the at least one opening is at least partially uncovered,
    - wherein at least some of the applicator elements are mounted on the movable support.
2. The device of claim 1, wherein said at least some of the applicator elements comprises a row of applicator elements mounted on the movable support.
3. The device of claim 2, wherein when the movable support is in the second position, the at least one opening is outside a mean plane containing the row of applicator elements.
4. The device of claim 2, wherein the row of applicator elements mounted on the movable support is a first row of applicator elements and wherein the device further comprises a second row of applicator elements fixedly mounted on the applicator head.
5. The device of claim 4, wherein the at least one opening is outside a mean plane containing the second row of applicator elements.

6. The device of claim 4, wherein the first row of applicator elements is mounted on the movable support so as to move with respect to the second row in a direction substantially perpendicular to the second row.

7. The device of claim 4, wherein the applicator elements of the first row differ from the applicator elements of the second row in at least one characteristic.

8. The device of claim 7, wherein the at least one characteristic comprises at least one of length, spacing, and cross section.

9. The device of claim 2, wherein, when the movable support is in the second position, the at least one opening is arranged on one side of the row.

10. The device of claim 4, wherein, when the movable support is in the second position, the at least one opening is arranged between the first row and the second row.

11. The device of claim 2, wherein the at least one opening comprises at least one slot oriented parallel to the row of applicator elements and having a length substantially equal to a length of the row of applicator elements.

12. The device of claim 2, wherein, within the row of applicator elements, the applicator elements have substantially identical lengths measured from the base to the free end.

13. The device of claim 2, wherein, within the row of applicator elements, the applicator elements have different lengths measured from the base to the free end.

14. The device of claim 1, wherein the container comprises at least one compressible wall configured to generate increased pressure inside the container in response to pressure exerted on the wall, the increased pressure inside the container being capable of expelling product through the at least one opening when the movable support is in the second position.

15. The device of claim 14, wherein the container wall is elastically compressible.
16. The device of claim 1, wherein the container is made at least partially of a material comprising at least one of a polyethylene, a polyvinyl chloride, a complex based on aluminium, and a polyethylene/ethylene vinyl alcohol (EVOH)/polyethylene.
17. The device of claim 16, wherein the polyethylene comprises one of a low-density polyethylene and a very-low-density polyethylene.
18. The device of claim 1, wherein the container further comprises a handle.
19. The device of claim 18, wherein the handle is formed on an end wall of the container.
20. The device of claim 1, wherein the applicator head is mounted to the container by at least one of snap-fastening, screwing, bonding, and welding.
21. The device of claim 1, further comprising a sealing member configured to improve the sealing of the at least one opening when the movable support is in the first position.
22. The device of claim 21, wherein the sealing member comprises a bulge formed on a surface of the movable support facing the at least one opening, the bulge being configured to mate with the at least one opening when the movable support is in the first position.
23. The device of claim 1, further comprising a locking arrangement configured to reversibly lock the movable support in at least one of the first position and the second position.
24. The device of claim 23, wherein the locking arrangement comprises a bulge formed on a surface of the support and being configured to mate with the at least one opening when the movable support is in the first position.

25. The device of claim 24, wherein the locking arrangement further comprises an indent configured to mate with the bulge when the movable support is in the second position.

26. The device of claim 1, wherein the movable support is slidably mounted on the applicator head.

27. The device of claim 1, wherein the applicator head is removably mounted on the container.

28. The device of claim 1, further comprising a lid configured to removably cap the applicator head.

29. The device of claim 1, further comprising product contained in the container.

30. The device of claim 29, wherein the product comprises a hair product.

31. The device of claim 30, wherein the hair product comprises at least one of a cream, a gel, and a paste.

32. The device of claim 30, wherein the hair product comprises a hair coloration product.

33. The device of claim 1, wherein the plurality of applicator elements comprise teeth.

34. A method of applying product, comprising:

providing the device of claim 1;

passing product from the container and onto the applicator head via the at least one opening; and

placing the applicator elements in contact with a location to apply product to the location.

35. The method of claim 34, further comprising moving the movable support to the first position before the passing of product.

36. The method of claim 35, further comprising moving the movable support to the second position after the product is applied.

37. The method of claim 34, wherein the product comprises a hair product and the location comprises hair.